

**CROSSROADS REDEVELOPMENT PROJECT AREA  
PROJECT AREA COMMITTEE (PAC)  
- REGULAR MEETING -  
FINAL - MINUTES OF THURSDAY, FEBRUARY 24, 2011**

The members of the Crossroads Project Area Committee (PAC) held their regular meeting at the College Avenue Baptist Church, Centennial Education Center, 4747 College Avenue, San Diego, California, from 6:30 p.m. to 8:05 p.m.

**Members Present at Roll Call:** Herlindo Salinas, Charles Maze, David Nelson, Jennifer Finnegan, Jose Lopez, Anna Orzel-Arnita, Jeannette Maxwell, Cynthia Lewis, Mario Ingrasci, and Daniele Laman [10].

**Members Arriving after Roll Call:** None.

**Members Not Present:** Rebecca Lopez and John Mireles [2]

**Staff in Attendance:** Tracy Reed and Ulysses Panganiban (RDA), and Timothy Taylor (CD7).

**Public in Attendance:** Eight (8) signed attendance sheet.

**Documents Distributed:** 1) Crossroads Project Area Code Enforcement Report for February 2011; 2) Draft Crossroads PAC Meeting Minutes for January 27, 2011; 3) Notice of Concurrent Public Hearings on Approval of Mid-Term Reviews of 5-Year Implementation Plans for Crossroads and North Bay Redevelopment Project Areas 4) February 10, 2011 Letter from Janice Weinrick to PAC Chairs; 5) February 23, 2011 Memo from Council Member Anthony Young on Special Redevelopment Board and City Council Meeting on February 28, 2011; 6) Billman Square Mural Project Proposal; 7) University Avenue Mobility Study Community Workshop Flyer; 8) Affordable Housing Parking Study Public Workshop #2 Flyer; 9) March 5, 2011 Free Community Cleanup & Recycling Event Flyer; and 10) Fox Canyon Neighborhood Association "Save Redevelopment" Rally Flyer

**CALL TO ORDER:** Called to order at approximately 6:30 p.m. by Charles Maze, Chair.

**1. ROLL CALL:** A quorum was established at 6:30 p.m. when 10 of the 12 PAC members were present.

**2. APPROVAL OF AGENDA:** For February 24, 2011

**MOTION** – Anna/Jennifer: Approve agenda as amended (move Item 7b before 7a); passes (9-0-1c)

**3. APPROVAL OF MINUTES:** For January 27, 2011

**MOTION** – Jose/Daniele: Approve minutes as amended; passes (9-0-1c)

**4. COMMENTS ON NON-AGENDA ITEMS:** (synopsis of comments)

**Committee:**

Jennifer: The City's Neighborhood Code Compliance Division is moving offices.

Jose: The Fox Canyon Neighborhood Association (FCNA) is organizing a rally to save redevelopment on March 5, 2011, at Auburn Park Family Apartments. The FCNA Board of Directors has passed a resolution opposing Governor Jerry Brown's proposal to dissolve redevelopment agencies. The FCNA is circulating a petition to oppose the governor's proposal.

**Public (audience):**

Jan Hintzman: The 15<sup>th</sup> Annual Rolando Street Fair will be held on March 27, 2011.

5. **REPORTS:** Elected Officials, Chair, Subcommittee(s) & Agency/City Staff (synopsis of comments)

**Council District 7 Representative –**

Timothy Taylor: There will be a free community cleanup and recycling event on March 5 at Qualcomm Stadium.

**PAC Chair –**

Charles: None.

**Agency –**

Tracy: **Crossroads 5-Year Implementation Plan Mid-Term Review:** The Agency Board will hold a public hearing on March 15, 2011, at 2:00pm (or soon thereafter) on the 12<sup>th</sup> floor of the City Administration Building (202 'C' Street) to hear public testimony on the mid-term review of the Crossroads 5-Year Implementation Plan. **CentrePoint Property:** The auction to sell the property has been postponed until February 28, 2011. **Redevelopment Ad Hoc Committee:** The public and PAC members are invited to attend. The next meetings are March 21 and April 11. **Project Updates:** The streetlights along El Cajon Boulevard and Streamview Drive will be advertised soon to contractors. Design is ongoing for the College Avenue traffic signals at Adams Avenue and Arosa Street. **Code Enforcement Report:** Since the last PAC meeting, three (3) additional properties with potential code enforcement issues have been identified. **Possible Presentations:** There is a proposal to use the CentrePoint site as a swap meet and to do storefront improvements along El Cajon Boulevard. These proposals may be items of discussion at future meetings.

Ulysses: **Statement of Economic Interests Filing:** All current PAC members need to file their annual Statement of Economic Interests by April 1, 2011. You should have received a notice already from the City Clerk. Electronic filing is strongly encouraged at: [www.netfile.com/agency/csd](http://www.netfile.com/agency/csd). You will need to mail in a printed version with a wet signature to the Clerk after filing electronically. If you prefer to file by paper, you can download the Form 700 from the California Fair Political Practices Commission website at [www.fppc.ca.gov](http://www.fppc.ca.gov). Non-filers will be referred to the Ethics Commission for action.

6. **OLD BUSINESS:** (synopsis of discussions)

**a. Discussion:** University Avenue Mobility Study Working Group PAC Representative Appointment

Ulysses: Last month, Agency staff received a letter from the City's outreach consultant inviting the Crossroads PAC to send a representative to the Working Group for the University Avenue Mobility Study. The Working Group is tasked to review information and provide input prior to key milestones in the study. The Working Group meets the fourth Tuesday of the month until May from 6:00 to 9:00 in the evening at the Joan Kroc Center. Note that although the Working Group is open to the public, it is not primarily geared towards the public. Separate community workshops and walk audits are planned for that. I'm asking the PAC to take nominations tonight and officially appoint a member to represent the PAC on the Working Group.

Laura Riebau: The Eastern Area Communities Planning Committee meets on the same day/time. Is there a way to change the schedule?

Tracy: Contact the City's consultant to see if the schedule could be modified.

**MOTION – Daniele/Jennifer:** Nominate Mario Ingrassi as the PAC representative; Mario accepts; passes (9-0-1c)

**7. NEW BUSINESS:** (synopsis of discussion)

**a. Discussion:** Billman Square Mural Funding Request

Crossroads PAC Member Anna Orzel-Arnita presented a proposal to create a mural on the (northeast-facing) backside of the 7-Eleven building at College Avenue and Billman Street (5141 College Avenue). The anticipated budget is \$20,000, which will include preparing the wall for painting, materials, and the artist fee. The concrete wall is 110 feet wide and 17 feet long. The entire wall will be covered with a mural and include the title “Billman Square”. The finished mural will be clear-coated with anti-graffiti material upon completion and curing of the mural. Edmund Piffard, a local muralist, was present to share potential sketches and answer questions. Community input will be solicited before the final design is chosen to ensure it reflects the history and character of the community. Questions from PAC members included the following:

- Will the mural be protected with an anti-graffiti coating?
- Have other funding sources been explored, such as sponsorships and fundraising?
- Who will have rights to the mural?
- Who will maintain the mural? Will there be an agreement with the property owner/business tenant?

Other project areas have funded or are in the process of funding murals/artwork. Staff will need to do research on any legal issues before funding is provided (e.g., execute an agreement with the artist and property/business owner).

**MOTION – Jennifer/David:** Direct Agency staff to return with information on the necessary steps, especially any required agreements regarding maintenance and ownership, to fund the mural for up to \$10,000; passes (7-1-2c)

**b. Discussion:** Projects for the Proposed Cooperation Agreement between the Agency and City  
Tracy: In response to Governor Jerry Brown’s proposal to eliminate redevelopment, the Executive Director of the Agency (Mayor) requested that each project manager for the City’s 17 project areas prepare a list of programs and projects, which would further the goals and objectives of their respective redevelopment plans. On Monday, February 28, at 9:00 a.m., the Agency will hold a hearing to discuss adopting a cooperation agreement, which will include a list of projects and programs for each project area. The idea is to have the City complete the projects/programs for the Agency in exchange for the Agency’s pledge of future tax increment funds to fund those programs/projects. The programs and projects (i.e., public improvements) come from the Work Program of the Implementation Plans and other documents. The projects and programs will be completed as tax increment funding is available from the corresponding project area. Some projects will not occur for several years because of the need to accumulate sufficient funds first. The adoption of the cooperation agreement does not represent a final decision on any project/program. It protects the City’s ability to make decisions on projects and programs proposed for each project area. Staff has received comments from certain PAC members, which are either already addressed in the list or are out of the scope of redevelopment.

David: The state needs funds to balance its budget, and something has to give. I don’t believe the cooperation agreement is a good strategy to protect redevelopment funds.

Jose: Redevelopment should be reformed but not eliminated. The list of projects/programs should consider the Crossroads Park Working Group Summary and Recommendations (May 12, 2005). The Fox Canyon Neighborhood feels left out of the benefits of redevelopment.

Daniele: Wightman Street has a General Development Plan. That should be included as part of the list of projects and programs.

David: Will the City Heights sidewalks be included?

Tracy: Yes. There's a line for the sidewalks around Marshall Elementary School.

Laura Riebau: Will all anticipated affordable housing be located within the Eastern Area Communities Planning Area?

Tracy: No, the whole Crossroads Redevelopment Project Area would be considered.

Daniele: Can the schedule be adjusted after the cooperation agreement is approved? The proposed tot lot in the North Chollas Community Park should be moved back to bring forward the other improvements sooner.

Tracy: Yes, the schedule may be amended after the agreement is approved.

Charles: I would like to thank staff for all the work you have done to prepare this list and for looking after our neighborhoods during this time of uncertainty.

**MOTION – David/Jose:** Approve the list of projects and programs as presented by staff; passes (9-0-1c)

**8. NEXT MEETING DATES & TENTATIVE AGENDA ITEMS:**

**a. March 24, 2011 – Tentative**

**b. April 28, 2011 – If needed**

**9. ADJOURNMENT:** at 8:05 p.m. (unanimous, passes)